



# PROVE IT!

## WHY CLAIMS MATTER NOW MORE THAN EVER

The savvy beauty and personal care buyer has always considered proof of efficacy as one of the most important factors when making purchasing decisions. But today, the need for substantiated consumer perception claims has a weightier purpose – to protect the brand, and perhaps even the retailer, from legal and regulatory risk. Today’s consumer demands more transparency and accountability for the wares marketed by beauty and personal care brands. Providing that proof has become a mandatory step in a product’s journey and is crucial to remaining competitive in an increasingly crowded market. Understand what the consumer expects from your brand, and why substantiated consumer claims provide the validation that consumers are looking for—before opening their wallet.

**91%** of beauty buyers say consumer claims on packaging and in advertising *influence their purchase decisions*

### Why She Wants Brands to Conduct Consumer Perception Testing

- **98%** to give buyers a reasonable expectation of benefits
- **97%** to prove product effectiveness
- **96%** give buyers confidence to try a new product
- **96%** to demonstrate a commitment to delivering products that work!



**92%** would be more likely to purchase a product if

*research results were visible to her (i.e. on product page or on the display)*

### Transparency is More Important than Ever

Claims testing disclosures she expects	% expected in 2018	% expected in 2022
If product was tested by a third-party independent research firm	62	83
The number of people in the study	74	82
The attributes of study participants, i.e. oily skin, acne	72	73

The magic number of participants to make a study convincing to a consumer? **100+**

For a claim to be convincing, consumers expect claims % to be in the 80s+!

- **46%** say claims must be 90% or higher to be convincing

### Claims Substantiation = Consumer Trust

- **99%** say brands should test products with consumers before making claims that a product can solve a problem
- **97%** say brands should conduct claims testing by an independent third-party research firm to prevent bias
- **94%** are more likely to believe a product will solve a problem if it has validated claims

### Brand Behaviors that Build Trust

1. Post all reviews – the good, the bad and the ugly (**92%**)
2. Be truthful in advertising (**91%**)
3. Conduct research with a third-party research firm/lab (**88%**)
4. Offer a money back guarantee if the product does not work (**83%**)



### Unsubstantiated Claims Are Risky

- **98%** say brands should conduct consumer perception testing to demonstrate truth in advertising
- **92%** say brands should conduct consumer perception testing to meet regulatory/legal requirements for ads
- **66%** would likely join a class action suit against a brand for false advertising if they bought a product that didn’t deliver on its benefit claims

### Committed, Trustworthy and Reputable

*are words she uses to describe a brand that invests in consumer claims testing*

### The Retailer’s Role

- **73%** believe retailers should vet the claims that their in-store/online brands make on their products (aka, require proof that claims made are real!)
- **86%** would be more likely to shop specific retailers that require consumer claims testing for product they carry

### She Wants Retailers to Require these from Brands they Carry

- **86%** proof of safety testing
- **82%** list of certifications (i.e. cruelty free, paraben free)
- **78%** third-party validated consumer claims (i.e. in a 28 day study of 100 women, 92% saw a reduction in fine lines and wrinkles)

### ALERT:

**57%** of beauty buyers say they should have the right to sue the retailer if they carry a product that is marketed with false or unsubstantiated claims

### Crowded Markets Make Claims Important

- **92%** say consumer claims differentiate one brand’s product from another
- **86%** are more aware of claims on products than they were 5 years ago
- **4 out of 5** say product claims have a greater influence today on their purchase decision than 5 years ago
- **81%** agree claims on packaging/advertising or in-store result in more informed purchase decisions

### She Does Her Own Research Too

- **89%** pay attention to claims in the beauty/personal care brand advertising and/or on packaging
- **82%** look for positive reviews
- **69%** spend more than an hour researching a product if it’s \$100 or more, with 38% spending more than an hour



### Panelist Criteria Matters

What influences her decision to buy?  
When consumer claims are derived from a panel with her same:

#### Skincare:

- **97%** skin concerns
- **97%** skin type
- **92%** skin conditions (i.e. eczema, rosacea, KP)
- **90%** skin sensitivity
- **83%** skin tone

#### Haircare:

- **96%** hair concerns
- **97%** hair texture (i.e. fine, coarse)
- **95%** hair type (i.e. straight, curly)
- **94%** hair density

#### Personal Care:

- **96%** personal care concerns
- **91%** level of skin sensitivity
- **88%** ingredient preferences

### When it comes to color cosmetics, she wants your brand to prove through consumer claims:

- **96%** long-wear
- **94%** color stay
- **93%** ease of application
- **91%** color match

### Consumer Claims Significantly Sway Her to Purchase:

1. Facial treatments
2. Facial moisturizers
3. Beauty devices
4. Hair styling products
5. Facial cleansers
6. Teeth whitening systems

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit [benchmarkingcompany.com](http://benchmarkingcompany.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty/Personal Care Product Testing and specialized consumer research.